

THE BIA REPORT ON CONSUMER CONFIDENCE

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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MAJORITY SEE POSITIVE DIRECTION FOR NEW HAMPSHIRE ECONOMY

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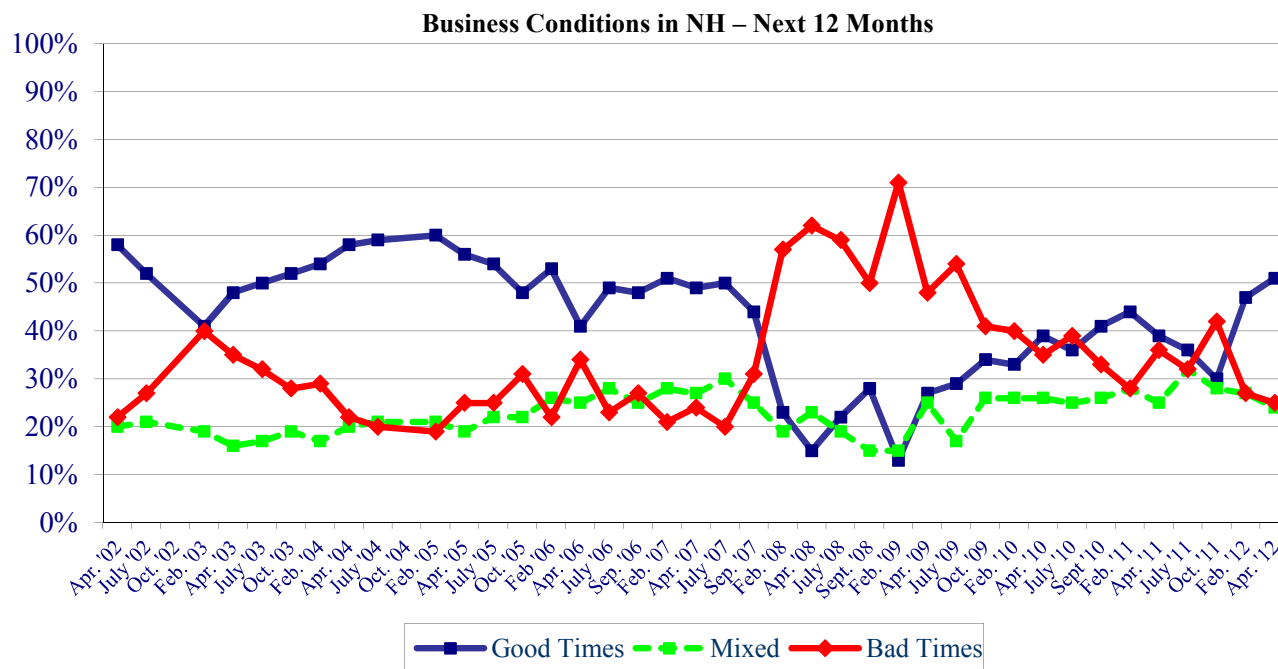
DURHAM, NH – For the first time in five years, a majority of Granite Staters see good times ahead for the New Hampshire economy over the next year. Opinions remain divided about the direction of the U.S. economy.

These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,* conducted by the University of New Hampshire Survey Center. Five hundred thirty-eight (538) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 9 and April 20, 2012. The margin of sampling error for the survey is +/- 4.2 percent.

N.H. Business Conditions

For the first time since 2007, a majority of New Hampshire residents are optimistic about the New Hampshire economy's outlook. When asked how New Hampshire businesses will do over the next year, 51% of Granite Staters think local business will enjoy good times financially, 25% think they will experience bad times, and 24% foresee mixed conditions. These numbers represent a return to levels seen consistently before the 2008 recession.

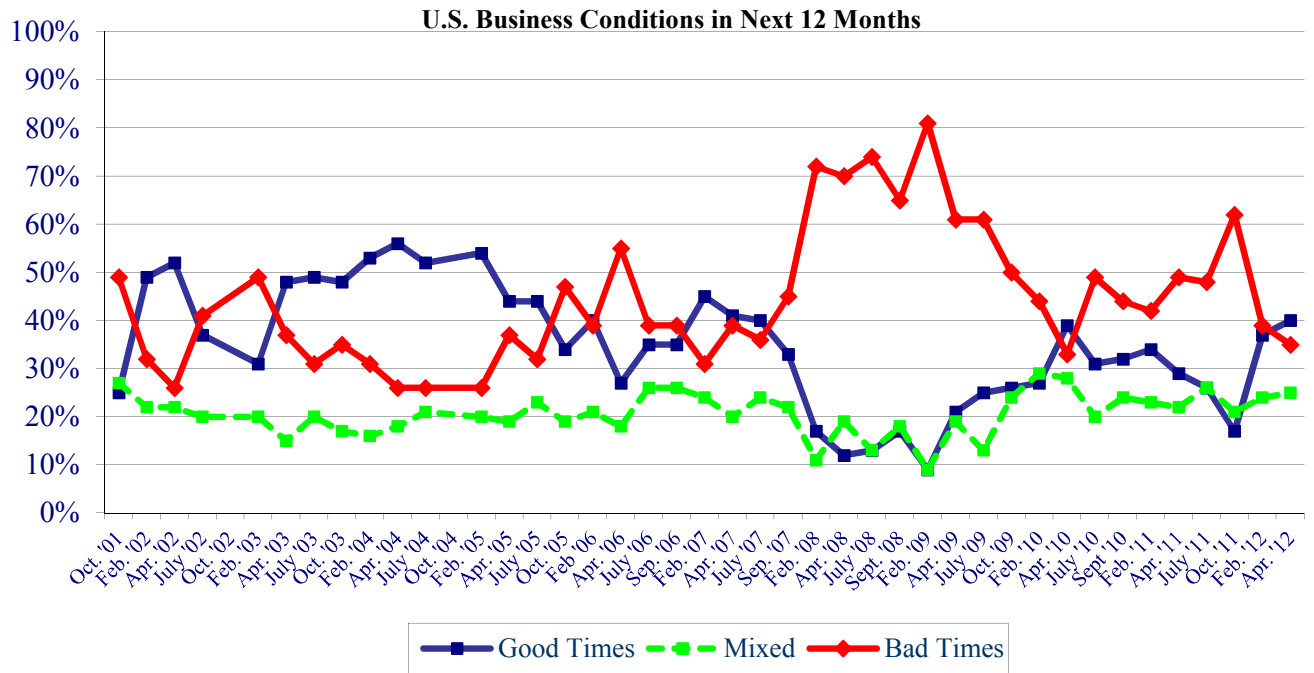
“Despite uncertain global economic conditions, particularly in Europe, the collective view of New Hampshire residents in this survey reflects what they witness their employers doing—most businesses in the state are holding their own, and some are expanding through investments in capital equipment and creation of new jobs,” said BIA President Jim Roche. “These developments are obviously welcome.”



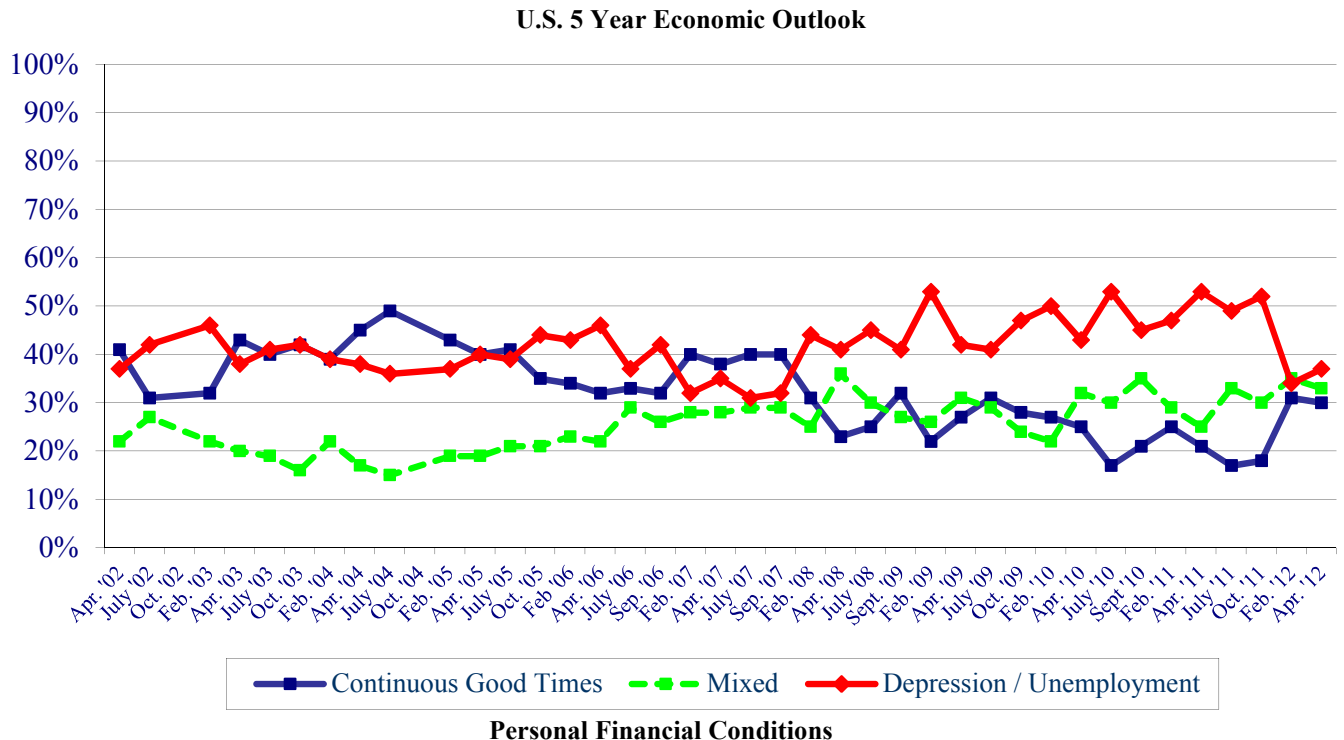
* We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

A slim plurality are also now optimistic about the short-term outlook of the country's economy. Currently, 40% of New Hampshire adults think that business in the country as a whole are in for good times financially over the next 12 months, 35% think businesses will have bad times, and 25% think conditions will be mixed.

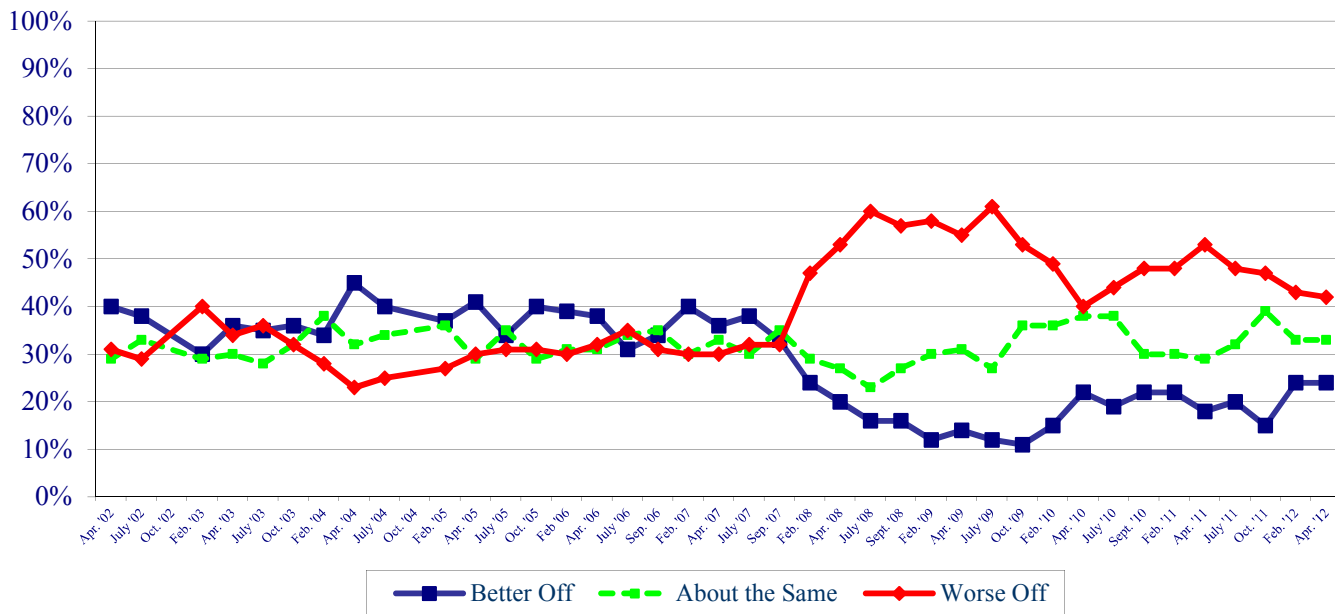


However, opinions about the long-term prospects about the U.S economy remains split. In the most recent Granite State Poll, 30% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 37% expect periods of widespread unemployment and depression, and 33% see a mix of good and bad conditions.



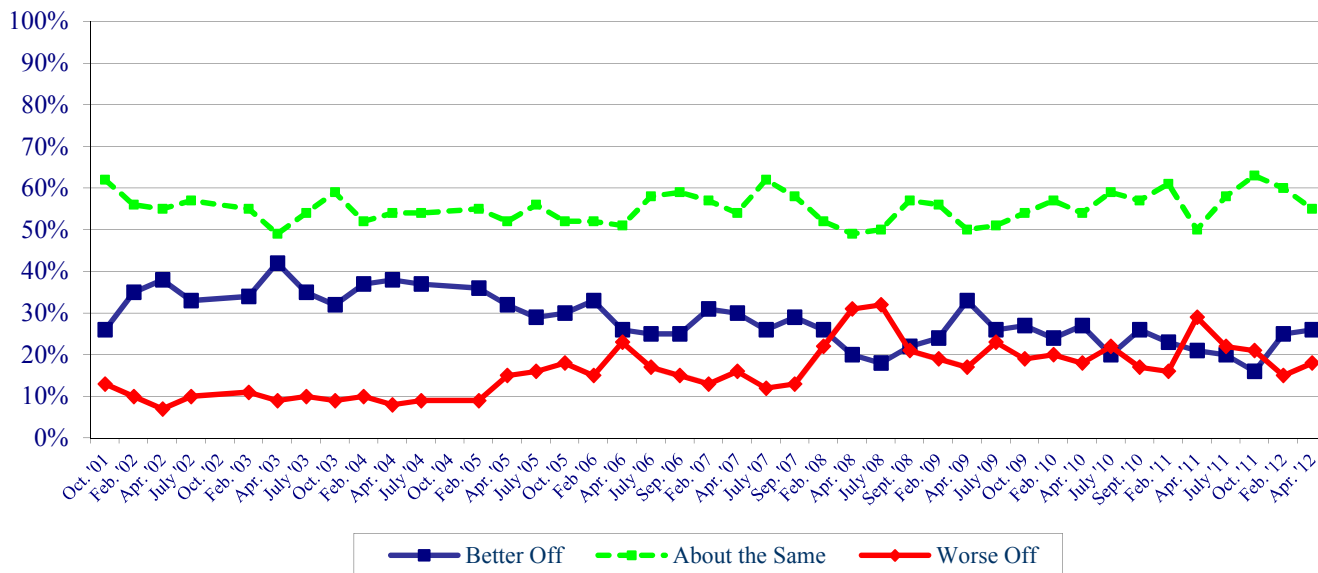
Turning to personal finances, New Hampshire adults continue believe they are worse off now than a year ago. When asked about their household's financial condition, only 24% of New Hampshire adults say they are better off now than they were a year ago, 42% say they are worse off, and 33% say things are about the same.

Household Financial Condition – Compared to 1 Year Ago

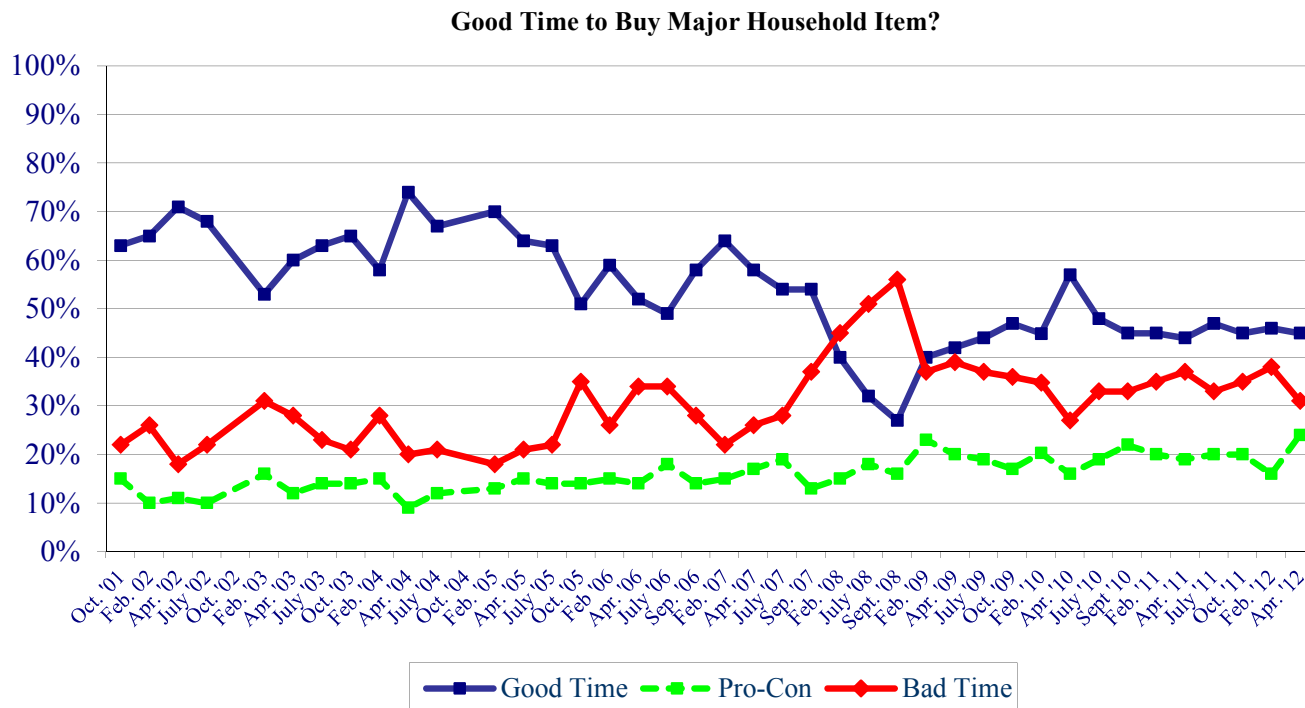


And when looking at their future household finances, more than half of Granite Staters think they will be in about the same financial shape next year as they are today, a trend that has remained steady for nearly a decade, but more people think they will be better off than think they will be worse off. Currently, 26% think their family will be better off financially a year from now, 18% think they will be worse off and 55% think they will be about the same.

Household Financial Condition – 12 Months from Now



New Hampshire adults continue to think that now is a good time to purchase major household items. Currently, 45% of New Hampshire residents think now is a good time to buy major household items, 31% think it is a bad time, and 24% think it depends on a person's finances. This trend has remained steady for the past three years.



Subgroup Analysis

There are few demographic differences in the economic expectations of New Hampshire residents as most demographic groups continue to be quite pessimistic. In recent years, Republicans and conservatives were consistently more optimistic about current and future economic conditions in New Hampshire and the U.S. than were Democrats and liberals. However, Democrats and liberals are now consistently more optimistic about the economy than are Republicans and conservatives.

Granite State Poll Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Five hundred thirty-eight (538) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 9 and April 20, 2012. The margin of sampling error for the survey is +/- 4.2 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Business Conditions in New Hampshire in 12 Months

"Turning to business conditions in the New Hampshire as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?"

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
Apr. '12	51%	24%	25%	(488)
Feb. '12	47%	27%	27%	(484)
Oct. '11	30%	28%	42%	(498)
July '11	36%	32%	32%	(469)
Apr. '11	39%	25%	36%	(478)
Feb. '11	44%	28%	28%	(481)
Sept. '10	41%	26%	33%	(475)
July '10	36%	25%	39%	(458)
Apr. '10	39%	26%	35%	(473)
Feb. '10	33%	26%	40%	(460)
Oct. '09	34%	26%	41%	(479)
July '09	29%	17%	54%	(522)
Apr. '09	27%	25%	48%	(472)
Feb. '09	13%	15%	71%	(586)
Sept. '08	28%	22%	50%	(480)
July '08	22%	19%	59%	(481)
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sept. '07	44%	25%	31%	(433)
July '07	50%	30%	20%	(442)
Apr. '07	49%	27%	24%	(458)
Feb. '07	51%	28%	21%	(462)
Sept. '06	48%	25%	27%	(453)
July '06	49%	28%	23%	(444)
Apr. '06	41%	25%	34%	(457)
Feb. '06	53%	26%	22%	(432)
Oct. '05	48%	22%	31%	(431)
July '05	54%	22%	25%	(429)
Apr. '05	56%	19%	25%	(433)
Feb. '05	60%	21%	19%	(453)
July '04	59%	21%	20%	(444)
Apr. '04	58%	20%	22%	(457)
Feb. '04	54%	17%	29%	(448)
Oct. '03	52%	19 %	28 %	(449)
June '03	50%	17%	32%	(485)
Apr. '03	48%	16%	35%	(462)
Feb. '03	41%	19%	40%	(577)
June '02	52%	21%	27%	(588)
Apr. '02	58%	20%	22%	(462)

Business Conditions in U.S. in 12 Months

"Turning to business conditions in the country as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?"

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
Apr. '12	40%	25%	35%	(492)
Feb. '12	37%	24%	39%	(493)
Oct. '11	17%	21%	62%	(517)
July '11	26%	26%	48%	(490)
Apr. '11	29%	22%	49%	(483)
Feb. '11	34%	23%	42%	(495)
Sept. '10	32%	24%	44%	(479)
July '10	31%	20%	49%	(473)
Apr. '10	39%	28%	33%	(483)
Feb. '10	27%	29%	44%	(475)
Oct. '09	26%	24%	50%	(481)
July '09	25%	13%	61%	(546)
Apr. '09	21%	19%	61%	(471)
Feb. '09	9%	9%	81%	(594)
Sept. '08	17%	18%	65%	(508)
July '08	13%	13%	74%	(500)
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sept. '07	33%	22%	45%	(464)
July '07	40%	24%	36%	(456)
Apr. '07	41%	20%	39%	(479)
Feb. '07	45%	24%	31%	(486)
Sept. '06	35%	26%	39%	(473)
July '06	35%	26%	39%	(454)
Apr. '06	27%	18%	55%	(467)
Feb. '06	40%	21%	39%	(445)
Oct. '05	34%	19%	47%	(459)
July '05	44%	23%	32%	(438)
Apr. '05	44%	19%	37%	(450)
Feb. '05	54%	20%	26%	(488)
July '04	52%	21%	26%	(446)
Apr. '04	56%	18%	26%	(468)
Feb. '04	53%	16%	31%	(461)
Oct. '03	48%	17%	35%	(455)
June '03	49%	20%	31%	(491)
Apr. '03	48%	15%	37%	(477)
Feb. '03	31%	20%	49%	(606)
June '02	37%	22%	41%	(599)
Apr. '02	52%	22%	26%	(484)
Feb. '02	49%	19%	32%	(300)
Oct. '01	25%	27%	49%	(493)

5 Year Economic Outlook - U.S.

“Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous GOOD TIMES during the next FIVE YEARS or so, or that we will have periods of WIDESPREAD UNEMPLOYMENT or DEPRESSION, or what?”

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
Apr. '12	30%	33%	37%	(465)
Feb. '12	31%	35%	34%	(479)
Oct. '11	18%	30%	52%	(515)
July '11	17%	33%	49%	(484)
Apr. '11	21%	25%	53%	(479)
Feb. '11	25%	29%	47%	(482)
Sept. '10	21%	35%	45%	(486)
July '10	17%	30%	53%	(477)
Apr. '10	25%	32%	43%	(472)
Feb. '10	27%	22%	50%	(472)
Oct. '09	28%	24%	47%	(463)
July '09	31%	29%	41%	(538)
Apr. '09	27%	31%	42%	(479)
Feb. '09	22%	26%	53%	(590)
Sept. '08	32%	27%	41%	(484)
July '08	25%	30%	45%	(485)
Apr. '08	23%	36%	41%	(439)
Feb. '08	31%	25%	44%	(502)
Sept. '07	40%	29%	32%	(443)
July '07	40%	29%	31%	(432)
Apr. '07	38%	28%	35%	(472)
Feb. '07	40%	28%	32%	(478)
Sept. '06	32%	26%	42%	(473)
July '06	33%	29%	37%	(447)
Apr. '06	32%	22%	46%	(471)
Feb. '06	34%	23%	43%	(444)
Oct. '05	35%	21%	44%	(460)
July '05	41%	21%	39%	(461)
Apr. '05	40%	19%	40%	(455)
Feb. '05	43%	19%	37%	(497)
July '04	49%	15%	36%	(431)
Apr. '04	45%	17%	38%	(467)
Feb. '04	39%	22%	39%	(454)
Oct. '03	42%	16%	42%	(457)
June '03	40%	19%	41%	(479)
Apr. '03	43%	20%	38%	(470)
Feb. '03	32%	22%	46%	(607)
June '02	31%	27%	42%	(603)
Apr. '02	41%	22%	37%	(463)

Household Financial Condition Compared to 12 Months Ago

"We are interested in how people are getting along financially these days. Would you say that you and your family living there are BETTER OFF or WORSE OFF financially than you were a year ago?"

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
Apr. '12	24%	33%	42%	(533)
Feb. '12	24%	33%	43%	(518)
Oct. '11	15%	39%	47%	(553)
July '11	20%	32%	48%	(509)
Apr. '11	18%	29%	53%	(502)
Feb. '11	22%	30%	48%	(518)
Sept. '10	19%	37%	44%	(510)
July '10	19%	38%	44%	(497)
Apr. '10	22%	38%	40%	(505)
Feb. '10	15%	36%	49%	(497)
Oct. '09	11%	36%	53%	(499)
July '09	12%	27%	61%	(550)
Apr. '09	14%	31%	55%	(502)
Feb. '09	12%	30%	58%	(615)
Sept. '08	16%	27%	57%	(543)
July '08	16%	23%	60%	(517)
Apr. '08	20%	27%	53%	(495)
Feb. '08	24%	29%	47%	(550)
Sept. '07	33%	35%	32%	(498)
July '07	38%	30%	32%	(514)
Apr. '07	36%	33%	30%	(507)
Feb. '07	40%	30%	30%	(531)
Sept. '06	34%	35%	31%	(508)
July '06	31%	34%	35%	(504)
Apr. '06	38%	31%	32%	(500)
Feb. '06	39%	31%	30%	(492)
Oct. '05	40%	29%	31%	(503)
July '05	34%	35%	31%	(500)
Apr. '05	41%	29%	30%	(493)
Feb. '05	37%	36%	27%	(537)
July '04	40%	34%	25%	(495)
Apr. '04	45%	32%	23%	(538)
Feb. '04	34%	38%	28%	(503)
Oct. '03	36 %	32 %	32%	(496)
June '03	35%	28%	36%	(514)
Apr. '03	36%	30%	34%	(504)
Feb. '03	30%	29%	40%	(647)
June '02	38%	33%	29%	(650)
Apr. '02	40%	29%	31%	(507)

Household Financial Condition 12 Months from Now

“Now, looking ahead – do you think that a year from now you and your family will be better off financially ... or worse off ... or just about the same?”

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
Apr. '12	26%	18%	55%	(493)
Feb. '12	25%	15%	60%	(486)
Oct. '11	16%	63%	21%	(532)
July '11	20%	58%	22%	(499)
Apr. '11	21%	50%	29%	(484)
Feb. '11	23%	61%	16%	(500)
Sept. '10	26%	57%	17%	(497)
July '10	20%	59%	22%	(487)
Apr. '10	27%	54%	18%	(492)
Feb. '10	24%	57%	20%	(473)
Oct. '09	27%	54%	19%	(482)
July '09	26%	51%	23%	(531)
Apr. '09	33%	50%	17%	(483)
Feb. '09	24%	56%	19%	(568)
Sept. '08	22%	57%	21%	(486)
July '08	18%	50%	32%	(483)
Apr. '08	20%	49%	31%	(470)
Feb. '08	26%	52%	22%	(518)
Sept. '07	29%	58%	13%	(489)
July '07	26%	62%	12%	(442)
Apr. '07	30%	54%	16%	(492)
Feb. '07	31%	57%	13%	(515)
Sept. '06	25%	59%	15%	(495)
July '06	25%	58%	17%	(484)
Apr. '06	26%	51%	23%	(492)
Feb. '06	33%	52%	15%	(488)
Oct. '05	30%	52%	18%	(481)
July '05	29%	56%	16%	(489)
Apr. '05	32%	52%	15%	(485)
Feb. '05	36%	55%	9%	(524)
July '04	37%	54%	9%	(477)
Apr. '04	38%	54%	8%	(509)
Feb. '04	37%	52%	10%	(488)
Oct. '03	32%	59%	9%	(486)
June '03	35%	54%	10%	(501)
Apr. '03	42%	49%	9%	(489)
Feb. '03	34%	55%	11%	(622)
June '02	33%	57%	10%	(625)
Apr. '02	38%	55%	7%	(479)
Feb. '02	35%	56%	10%	(305)
Oct. '01	26%	62%	13%	(500)

Good Time to Buy Major Household Item

“Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?”

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
Apr. '12	45%	24%	31%	(503)
Feb. '12	46%	16%	38%	(487)
July '11	47%	20%	33%	(479)
Apr. '11	44%	19%	37%	(475)
Feb. '11	45%	20%	35%	(478)
Sept. '10	45%	22%	33%	(491)
July '10	48%	19%	33%	(469)
Apr. '10	57%	16%	27%	(471)
Feb. '10	45%	20%	35%	(469)
Oct. '09	47%	17%	36%	(472)
July '09	44%	19%	37%	(548)
Apr. '09	42%	20%	39%	(491)
Feb. '09	40%	23%	37%	(591)
Sept. '08	27%	16%	56%	(495)
July '08	32%	18%	51%	(487)
Apr. '08	28%	16%	56%	(465)
Feb. '08	40%	15%	45%	(517)
Sept. '07	50%	13%	37%	(433)
July '07	54%	19%	28%	(430)
Apr. '07	58%	17%	26%	(458)
Feb. '07	64%	15%	22%	(488)
Sept. '06	58%	14%	28%	(452)
July '06	49%	18%	34%	(453)
Apr. '06	52%	14%	34%	(448)
Feb. '06	59%	15%	26%	(442)
Oct. '05	51%	14%	35%	(456)
July '05	63%	14%	22%	(441)
Apr. '05	64%	15%	21%	(446)
Feb. '05	70%	13%	18%	(478)
July '04	67%	12%	21%	(456)
Apr. '04	71%	9%	20%	(487)
Feb. '04	58%	15%	28%	(462)
Oct. '03	65%	14%	21%	(468)
June '03	63%	14%	23%	(475)
Apr. '03	60%	12%	28%	(487)
Feb. '03	53%	16%	31%	(600)
June '02	68%	10%	22%	(613)
Apr. '02	71%	11%	18%	(480)
Feb. '02	65%	10%	26%	(298)
Oct. '01	63%	15%	22%	(506)

Household Financial Condition Compared to 12 Months Ago

	<u>Better Off</u> 24%	<u>About the Same</u> 33%	<u>Worse Off</u> 42%	<u>(N)</u> 533
STATEWIDE				
Democrat	31%	38%	31%	229
Independent	22%	32%	46%	101
Republican	17%	27%	55%	189
Liberal	35%	44%	20%	120
Moderate	24%	35%	40%	193
Conservative	17%	26%	56%	180
Support Tea Party	17%	25%	58%	134
Neutral	21%	37%	42%	150
Oppose Tea Party	31%	39%	30%	209
McCain/Palin Voter	14%	31%	55%	185
Obama/Biden Voter	32%	37%	30%	249
Other	9%	21%	69%	33
Did Not Vote in 2008	34%	25%	41%	49
Union household	44%	23%	34%	62
Non union	21%	35%	43%	464
Read Union Leader	26%	31%	43%	151
Read Boston Globe	25%	40%	35%	83
Watch WMUR	21%	32%	46%	345
Listen to NHPR	27%	38%	35%	202
10 yrs or less in NH	38%	32%	31%	66
11 to 20 years	23%	38%	39%	102
More than 20 years	22%	32%	46%	352
18 to 34	46%	42%	12%	61
35 to 49	28%	32%	40%	117
50 to 64	26%	23%	52%	188
65 and over	12%	44%	44%	156
Male	27%	35%	37%	267
Female	21%	31%	47%	266
High school or less	18%	26%	56%	117
Some college	30%	29%	42%	112
College graduate	25%	35%	40%	183
Post graduate	25%	42%	32%	114
Less than \$30K	15%	32%	53%	59
\$30K to \$60K	25%	26%	49%	93
\$60K to \$75K	12%	40%	47%	26
\$75K to \$100K	34%	31%	35%	46
\$100K or more	33%	37%	30%	101
Attend services 1 or more/week	16%	35%	49%	149
1 2 times a month	17%	35%	48%	48
Less often	26%	34%	41%	144
Never	33%	30%	37%	172
North Country	21%	34%	46%	43
Central / Lakes	25%	37%	38%	86
Connecticut Valley	24%	23%	53%	82
Mass Border	22%	34%	45%	136
Seacoast	22%	41%	37%	94
Manchester Area	31%	31%	38%	92
First Cong. Dist	24%	34%	42%	253
Second Cong. Dist	24%	33%	43%	271

HH Financial Condition 12 Months from Now

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
STATEWIDE	26%	18%	55%	493
Democrat	31%	12%	57%	223
Independent	26%	22%	51%	95
Republican	19%	25%	56%	165
Liberal	30%	11%	60%	118
Moderate	26%	18%	57%	184
Conservative	22%	24%	55%	155
Support Tea Party	14%	30%	56%	114
Neutral	22%	18%	59%	134
Oppose Tea Party	34%	10%	56%	205
McCain/Palin Voter	21%	23%	56%	161
Obama/Biden Voter	30%	11%	58%	242
Other	5%	46%	50%	28
Did Not Vote in 2008	39%	14%	47%	49
Union household	32%	10%	57%	59
Non union	26%	19%	55%	431
Read Union Leader	21%	19%	60%	138
Read Boston Globe	28%	16%	57%	80
Watch WMUR	25%	18%	57%	320
Listen to NHPR	33%	13%	53%	192
10 yrs or less in NH	34%	16%	50%	61
11 to 20 years	23%	17%	60%	95
More than 20 years	25%	19%	56%	328
18 to 34	27%	14%	59%	59
35 to 49	42%	8%	50%	110
50 to 64	25%	23%	52%	177
65 and over	17%	20%	63%	141
Male	28%	17%	54%	244
Female	24%	19%	56%	249
High school or less	27%	18%	55%	107
Some college	27%	19%	54%	106
College graduate	25%	21%	54%	170
Post graduate	28%	11%	61%	108
Less than \$30K	28%	29%	43%	54
\$30K to \$60K	23%	22%	54%	87
\$60K to \$75K	18%	18%	64%	23
\$75K to \$100K	30%	15%	55%	42
\$100K or more	31%	13%	57%	98
Attend services 1 or more/week	19%	21%	60%	137
1 2 times a month	21%	26%	52%	45
Less often	31%	12%	57%	131
Never	30%	17%	53%	164
North Country	9%	35%	56%	41
Central / Lakes	25%	13%	61%	78
Connecticut Valley	20%	24%	56%	75
Mass Border	22%	21%	57%	126
Seacoast	37%	4%	59%	87
Manchester Area	35%	20%	45%	87
First Cong. Dist	33%	13%	55%	232
Second Cong. Dist	21%	22%	57%	256

Business Conditions in NH 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	51%	24%	25%	488
Democrat	64%	22%	14%	210
Independent	42%	25%	33%	92
Republican	40%	26%	34%	171
Liberal	65%	20%	15%	108
Moderate	53%	24%	22%	175
Conservative	40%	28%	32%	168
Support Tea Party	36%	27%	37%	119
Neutral	48%	31%	21%	139
Oppose Tea Party	64%	19%	17%	191
McCain/Palin Voter	40%	28%	33%	173
Obama/Biden Voter	67%	21%	13%	223
Other	5%	29%	67%	29
Did Not Vote in 2008	47%	18%	36%	47
Union household	59%	16%	25%	55
Non union	50%	25%	25%	427
Read Union Leader	47%	28%	25%	141
Read Boston Globe	51%	30%	19%	79
Watch WMUR	53%	23%	24%	315
Listen to NHPR	58%	19%	23%	182
10 yrs or less in NH	51%	24%	25%	58
11 to 20 years	56%	20%	24%	89
More than 20 years	49%	25%	26%	330
18 to 34	49%	31%	20%	56
35 to 49	51%	24%	25%	109
50 to 64	42%	23%	34%	172
65 and over	63%	20%	16%	139
Male	55%	21%	23%	249
Female	47%	26%	27%	239
High school or less	40%	23%	37%	106
Some college	55%	22%	23%	104
College graduate	54%	22%	23%	163
Post graduate	54%	27%	19%	107
Less than \$30K	38%	24%	38%	56
\$30K to \$60K	51%	22%	27%	83
\$60K to \$75K	63%	13%	24%	26
\$75K to \$100K	67%	15%	18%	42
\$100K or more	47%	36%	18%	92
Attend services 1 or more/week	42%	23%	35%	138
1 2 times a month	44%	27%	29%	39
Less often	59%	27%	14%	132
Never	52%	22%	26%	158
North Country	36%	23%	41%	41
Central / Lakes	47%	26%	27%	77
Connecticut Valley	55%	20%	25%	74
Mass Border	53%	20%	26%	124
Seacoast	58%	25%	17%	88
Manchester Area	48%	29%	23%	85
First Cong. Dist	54%	23%	23%	233
Second Cong. Dist	49%	24%	27%	245

Business Conditions in US in 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	40%	25%	35%	492
Democrat	58%	26%	17%	210
Independent	33%	26%	42%	92
Republican	22%	25%	53%	176
Liberal	57%	27%	16%	111
Moderate	45%	24%	31%	177
Conservative	23%	25%	52%	166
Support Tea Party	20%	24%	56%	121
Neutral	36%	30%	34%	143
Oppose Tea Party	55%	24%	20%	192
McCain/Palin Voter	21%	27%	52%	172
Obama/Biden Voter	57%	24%	18%	229
Other	2%	32%	66%	31
Did Not Vote in 2008	49%	19%	32%	45
Union household	52%	20%	28%	57
Non union	39%	26%	35%	429
Read Union Leader	35%	28%	37%	143
Read Boston Globe	34%	36%	29%	78
Watch WMUR	40%	24%	36%	318
Listen to NHPR	48%	26%	25%	183
10 yrs or less in NH	38%	31%	31%	64
11 to 20 years	39%	31%	30%	88
More than 20 years	41%	22%	37%	329
18 to 34	41%	32%	27%	56
35 to 49	41%	31%	28%	115
50 to 64	39%	24%	37%	172
65 and over	42%	19%	39%	137
Male	44%	21%	34%	251
Female	35%	29%	36%	240
High school or less	31%	29%	40%	102
Some college	39%	23%	37%	108
College graduate	43%	24%	33%	170
Post graduate	45%	26%	29%	105
Less than \$30K	29%	28%	43%	51
\$30K to \$60K	43%	25%	32%	89
\$60K to \$75K	42%	10%	48%	24
\$75K to \$100K	56%	19%	25%	44
\$100K or more	42%	30%	27%	96
Attend services 1 or more/week	30%	27%	43%	135
1 2 times a month	29%	19%	53%	39
Less often	49%	23%	28%	135
Never	43%	27%	30%	161
North Country	30%	37%	33%	40
Central / Lakes	40%	22%	38%	84
Connecticut Valley	45%	21%	34%	73
Mass Border	36%	25%	39%	125
Seacoast	51%	23%	25%	83
Manchester Area	34%	29%	37%	87
First Cong. Dist	41%	26%	33%	230
Second Cong. Dist	39%	24%	37%	253

5 Year Economic Outlook – U.S.

STATEWIDE	Continuous Good Times 30%	Mixed 33%	Widespread Unemployment/ Depression 37%	(N) 465
Democrat	45%	36%	19%	205
Independent	15%	34%	51%	93
Republican	20%	28%	51%	156
Liberal	48%	34%	18%	104
Moderate	32%	33%	35%	172
Conservative	19%	30%	51%	155
Support Tea Party	19%	28%	53%	106
Neutral	28%	28%	44%	139
Oppose Tea Party	41%	38%	21%	185
McCain/Palin Voter	18%	29%	53%	158
Obama/Biden Voter	42%	37%	21%	220
Other	2%	20%	78%	32
Did Not Vote in 2008	45%	30%	26%	43
Union household	39%	35%	27%	51
Non union	29%	32%	38%	407
Read Union Leader	20%	41%	39%	135
Read Boston Globe	33%	32%	35%	78
Watch WMUR	32%	31%	37%	305
Listen to NHPR	36%	36%	28%	179
10 yrs or less in NH	31%	30%	38%	61
11 to 20 years	29%	31%	41%	87
More than 20 years	31%	33%	36%	305
18 to 34	40%	24%	36%	56
35 to 49	34%	32%	34%	106
50 to 64	30%	33%	38%	166
65 and over	26%	36%	38%	128
Male	39%	28%	33%	235
Female	22%	38%	40%	230
High school or less	34%	25%	41%	101
Some college	21%	41%	39%	102
College graduate	33%	27%	40%	156
Post graduate	34%	41%	25%	100
Less than \$30K	28%	31%	41%	51
\$30K to \$60K	26%	36%	38%	79
\$60K to \$75K	34%	32%	34%	24
\$75K to \$100K	44%	20%	36%	44
\$100K or more	36%	32%	32%	89
Attend services 1 or more/week	25%	37%	39%	124
1 2 times a month	23%	41%	36%	41
Less often	37%	31%	32%	125
Never	32%	29%	39%	155
North Country	29%	32%	38%	37
Central / Lakes	25%	38%	37%	78
Connecticut Valley	26%	32%	41%	71
Mass Border	31%	31%	38%	121
Seacoast	37%	28%	35%	78
Manchester Area	32%	37%	31%	80
First Cong. Dist	35%	31%	34%	218
Second Cong. Dist	27%	36%	38%	240

Good Time to Buy Major Household Item

	<u>Good Time</u> 45%	<u>Pro-Con</u> 24%	<u>Bad Time</u> 31%	<u>(N)</u> 503
STATEWIDE				
Democrat	59%	22%	19%	216
Independent	34%	22%	44%	98
Republican	32%	27%	40%	178
Liberal	62%	18%	20%	114
Moderate	49%	26%	25%	179
Conservative	32%	26%	42%	173
Support Tea Party	34%	25%	41%	130
Neutral	36%	31%	34%	140
Oppose Tea Party	61%	21%	18%	195
McCain/Palin Voter	37%	24%	39%	176
Obama/Biden Voter	55%	25%	20%	236
Other	21%	29%	50%	33
Did Not Vote in 2008	36%	19%	46%	45
Union household	50%	32%	19%	60
Non union	45%	23%	33%	436
Read Union Leader	48%	21%	31%	147
Read Boston Globe	58%	22%	20%	81
Watch WMUR	44%	22%	33%	330
Listen to NHPR	51%	24%	24%	188
10 yrs or less in NH	32%	19%	49%	62
11 to 20 years	44%	23%	33%	92
More than 20 years	48%	25%	27%	337
18 to 34	44%	16%	40%	57
35 to 49	46%	21%	33%	113
50 to 64	42%	24%	34%	180
65 and over	48%	30%	22%	143
Male	50%	20%	30%	246
Female	40%	28%	32%	257
High school or less	33%	18%	49%	111
Some college	42%	28%	30%	105
College graduate	46%	27%	27%	173
Post graduate	60%	21%	20%	107
Less than \$30K	42%	27%	31%	56
\$30K to \$60K	49%	27%	25%	88
\$60K to \$75K	62%	20%	18%	26
\$75K to \$100K	35%	25%	40%	41
\$100K or more	53%	18%	29%	95
Attend services 1 or more/week	39%	27%	34%	143
1 2 times a month	49%	23%	28%	45
Less often	46%	23%	30%	135
Never	47%	22%	31%	160
North Country	52%	25%	23%	42
Central / Lakes	42%	21%	37%	82
Connecticut Valley	42%	22%	36%	77
Mass Border	43%	23%	34%	123
Seacoast	45%	26%	29%	91
Manchester Area	50%	27%	23%	88
First Cong. Dist	46%	25%	29%	242
Second Cong. Dist	44%	23%	32%	251